<div align="center">REMARKS</div>

This application has been carefully reviewed in light of the Office Action dated March 17, 2008. Claims 5 to 29 and 67 are in the application, of which Claims 5, 8 to 10, 16, 21, 24 and 29 are independent. Claims 5 to 10, 13, 14, 16, 19 to 21, 24, 27 to 29 and 67 have been amended, and Claims 1 to 4 have been cancelled. Reconsideration and further examination are respectfully requested.

In the Office Action, Claims 1 to 29 and 67 were rejected under 35 U.S.C. § 103(a) over "Synchronized Multimedia Integration Language (SMIL) 1.0 Specification", dated June 15, 1998 (SMIL 1.0), in view of "MHEG-5 -- Aims, Concepts and Implementation Issues", dated January 1998 (MHEG-5). Claims 1 to 4 have been cancelled without prejudice or disclaimer of subject matter, and without conceding the correctness of their rejection. Reconsideration and withdrawal of the rejection of the remaining claims are respectfully requested.

Independent Claim 5 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements including a media object element used in developing and executing a multimedia presentation by a computer, an action element tag which is readable by the computer from the memory medium and which defines an action. The action element tag includes an object parameter indicating a media object element identified elsewhere in the document, and an attribute parameter indicating an attribute of the indicated media object element. The action element tag further includes a value parameter indicating a value of the attribute. The action element tag represents a function to change a

<div align="center">- 13 -</div>

value of the attribute indicated by the attribute parameter of the media object element indicated by the object parameter to the value indicated by the value parameter.

Thus, among its many features, Claim 1 provides that the action element tag represents a function to change a value of the attribute indicated by the attribute parameter of the media object element indicated by the object parameter to the value indicated by the value parameter.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 5 is therefore believed to be allowable over the applied references.

Independent Claim 8 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements including a media object element used in developing and executing a multimedia presentation by a computer, an interpolation element tag which is readable by the computer from the memory medium and which defines an interpolation. The interpolation element tag includes an object parameter indicating a media object element identified elsewhere in the document, an attribute parameter indicating an attribute of the indicated media object element, and a begin parameter indicating a first time. The interpolation element tag further includes an end parameter indicating a second time, and an end value parameter indicating an end value of the attribute. The interpolation element tag represents a function to gradually change a value of the attribute indicated by the attribute parameter to the end value indicated by the end value parameter over a period beginning at the first time indicated by the begin parameter and ending at the second time indicated by the end parameter.

Thus, among its many features, Claim 8 provides that the interpolation element tag represents a function to gradually change a value of the attribute indicated by the attribute parameter to the end value indicated by the end value parameter over a period beginning at the first time indicated by the begin parameter and ending at the second time indicated by the end parameter.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 8 is therefore believed to be allowable over the applied references.

Independent Claim 9 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements used in developing and executing a multimedia presentation by a computer, a condition element tag which is readable by the computer from the memory medium and which defines a condition. The condition element tag includes an element Id parameter indicating an element identified elsewhere in the document, and an attribute parameter indicating an attribute of the indicated element. The condition element tag further includes a value parameter indicating a value of the attribute. The condition element tag represents a function to detect whether or not the attribute indicated by the attribute parameter of the element indicated by the element Id parameter possesses the value indicated by the value parameter.

Thus, among its many features, Claim 9 provides that the condition element tag represents a function to detect whether or not the attribute indicated by the attribute parameter of the element indicated by the element Id parameter possesses the value indicated by the value parameter.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 9 is therefore believed to be allowable over the applied references.

Independent Claim 10 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements including a media object element used in developing and executing a multimedia presentation by a computer, a pair of element tags which are readable by the computer from the memory medium and which define an event and an action. The a pair of element tags include an event element tag indicating a type of event to be captured by the computer, and an action element tag indicating the media object element, an attribute of the media object element, and a value of the attribute. The action element tag is a child to the event element tag. The event and action element tags represent a function to change a value of the attribute of the media object element indicated by the action element tag to the value indicated by the action element tag if the event of the type indicated by the event element tag is detected.

Thus, among its many features, Claim 10 provides that the event and action element tags represent a function to change a value of the attribute of the media object element indicated by the action element tag to the value indicated by the action element tag if the event of the type indicated by the event element tag is detected.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 10 is therefore believed to be allowable over the applied references.

Independent Claim 16 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements including first and second media object elements used in developing and executing a multimedia presentation by a computer, a triplet of element tags which are readable by the computer from the memory medium and which define an event, a condition and an action. The triplet of element tags includes an event element tag indicating a type of event to be captured by the computer, a condition element tag indicating a state of the first media object element, and an action element tag indicating the second media object element, an attribute of the second media object element, and a value of the attribute. The condition element tag and the action element tags are children of the event element tag. The event, condition and action element tags represent a function to change a value of the attribute of the second media object element indicated by the action element tag to the value indicated by the action element tag if the event of the type indicated by the event element tag is detected and if the first media object element possesses the state indicated by the condition element tag.

Thus, among its many features, Claim 16 provides that event, condition and action element tags represent a function to change a value of the attribute of the second media object element indicated by the action element tag to the value indicated by the action element tag if the event of the type indicated by the event element tag is detected and if the first media object element possesses the state indicated by the condition element tag.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 16 is therefore believed to be allowable over the applied references.

- 17 -

Independent Claim 21 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements including a media object element used in developing and executing a multimedia presentation by a computer, a pair of element tags which are readable by the computer from the memory medium and which define an event and an interpolation. The pair of element tags includes an event element tag indicating a type of event to be captured by the computer, and an interpolation element tag indicating the media object element, an attribute of the media object element, a first time, a second time, and an end value of the attribute. The interpolation element tag is a child to the event element tag. The event and interpolation element tags represent a function to gradually change a value of the attribute indicated by the interpolation element tag to the end value indicated by the interpolation element tag over a period beginning at the first time and ending at the second time indicated by the interpolation element tag if the event of the type indicated by the event element tag is detected.

Thus, among its many features, Claim 21 provides that the event and interpolation element tags represent a function to gradually change a value of the attribute indicated by the interpolation element tag to the end value indicated by the interpolation element tag over a period beginning at the first time and ending at the second time indicated by the interpolation element tag if the event of the type indicated by the event element tag is detected.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 21 is therefore believed to be allowable over the applied references.

Independent Claim 24 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements including first and second media object elements used in developing and executing a multimedia presentation by a computer, a triplet of element tags which are readable by the computer from the memory medium and which define an event, a condition and an interpolation. The triplet of element tags includes an event element tag indicating a type of event to be captured by the computer, a condition element tag indicating a state of the first media object element, and an interpolation element tag indicating the second media object element, an attribute of the indicated second media object element, a first time, a second time, and an end value of the attribute. The condition element tag and the interpolation element tag are children of the event element tag. The event, condition and interpolation element tags represent a function to gradually change a value of the attribute indicated by the interpolation element tag to the end value indicated by the interpolation element tag over a period beginning at the first time and ending at the second time indicated by the interpolation element tag if the event of the type indicated by the event element tag is detected and if the first media object element possesses the state indicated by the condition element tag.

Thus, among its many features, Claim 24 provides that the event, condition and interpolation element tags represent a function to gradually change a value of the attribute indicated by the interpolation element tag to the end value indicated by the interpolation element tag over a period beginning at the first time and ending at the second time indicated by the interpolation element tag if the event of the type indicated by the

event element tag is detected and if the first media object element possesses the state indicated by the condition element tag.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 24 is therefore believed to be allowable over the applied references.

Independent Claim 29 generally concerns, in an extensible markup language document stored on a computer-readable memory medium, wherein the document comprises plural elements used in developing and executing a multimedia presentation by a computer, a switch element tag which is readable by the computer from the memory medium and which defines a switch. The switch element tag includes an element ID referred to by elements elsewhere in the document, and plural child elements nested in the switch element. Each child element comprises a test-element attribute for indicating a particular media object element identified elsewhere in the document, a test-attribute attribute for indicating an attribute of the particular media object element, and a test-value attribute for indicating a test value to compare with a value of the indicated attribute. The switch element tag causes the computer to compare a value associated with the attribute indicated by the test-attribute attribute of the media object element indicated by the test-element attribute with the test value indicated by the test-value attribute, and to process the first child element for which the comparison is TRUE.

Thus, among its many features, Claim 29 provides that the switch element tag causes the computer to compare a value associated with the attribute indicated by the test-attribute attribute of the media object element indicated by the test-element attribute

with the test value indicated by the test-value attribute, and to process the first child element for which the comparison is TRUE.

The applied references of SMIL 1.0 and MHEG-5 are not seen to disclose or suggest at least this feature.

Claim 29 is therefore believed to be allowable over the applied references.

The other claims in the application are each dependent from the independent claims and are believed to be allowable over the applied references for at least the same reasons. Because each dependent claim is deemed to define an additional aspect of the invention, however, the individual consideration of each on its own merits is respectfully requested.

No other matters being raised, it is believed that the entire application is fully in condition for allowance, and such action is courteously solicited.

Applicants' undersigned attorney may be reached in our Costa Mesa, California office at (714) 540-8700. All correspondence should continue to be directed to our below-listed address.

Respectfully submitted,

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